



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : November 13, 2007
TO : Honorable Members of the San Diego City Council
FROM : Mayor Jerry Sanders
SUBJECT : Appointments and Reappointments to the Qualcomm Stadium
Advisory Board

It is my pleasure to appoint David Baron and Carlos Vasquez and reappoint William Jeffrey to the Qualcomm Stadium Advisory Board, subject to your confirmation.

Mr. David Baron is the Executive Director for the San Diego County Dental Society responsible for the management of all Society affairs. He acts as the liaison with local, state, and federal agencies on behalf of Society. Previously, Mr. Baron was a Campaign Field Manager for Proposition N, a successful \$870 million bond initiative that benefited the San Diego Community College District. Mr. Baron was also the Director of Government Affairs for the Barona Band of Mission Indians for 10 years where he successfully negotiated legislation to advance the mission of the tribe. He was also a Field Representative for Assemblymember Mike Gotch where he managed constituent services, interacted with businesses and community groups, and interfaced with state and local agencies.

Mr. Baron has been very active in the San Diego community and currently is the President of the Facilities Committee for the San Diego Community College District. Mr. Baron's previous educational and community service activities include service on the Dean's Advisory Council for the College of Arts & Letters at San Diego State University and San Diego District Attorney's Citizen Advisory Board. He was also a San Diego State University Ambassador for Higher Education. In 1987, Mr. Baron was awarded a Bachelor of Science degree in Political Science from San Diego State University. He is also a 1998 graduate of LEAD San Diego. Mr. Baron was nominated by Councilmember Atkins and resides in Normal Heights. Mr. Baron will replace Harold Lewis, who has resigned, for a term expiring January 1, 2010.

Mr. Carlos Vasquez is the President of the Carlali Group L.L.C., a family-owned business established in 1970 that provides real estate, insurance, income tax, and notary services. Over the last 10 years, he has also been a Substitute Teacher for the San Ysidro Elementary School District. Mr. Vasquez is also actively engaged in enhancing and providing opportunities for the community. He currently serves as the President of the San Ysidro Business Association and First Vice President of the San Diego Business Improvement District Council. In addition, he is a Board Member of the San Diego High School Foundation and volunteers for the Even Start program, a family literacy program designed to help low-income parents of young children gain literacy, parenting, and job skills. Due to Mr. Vasquez' commitment and many years of service to the community, he has received recognition and special acknowledgments by the San Ysidro Business Association and San Ysidro Chamber of Commerce. In 2000, Mr. Vasquez received a Leadership Award from the San Ysidro Chamber of Commerce for his vision and efforts to revitalize the San Ysidro business community.

Mr. Vasquez earned a Bachelor of Science degree in Political Science from San Diego State University in 1995. Mr. Vasquez was nominated by Councilmember Hueso and resides in Otay Mesa. He will replace Robert Brownlie, who has resigned, for a term expiring January 1, 2008. *JA*

2012

I ask that you confirm these appointments and reappointments and join me in acknowledging these individuals for their continued willingness to give of their time and serve the City of San Diego.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland

ACCOMPLISHED LEGISLATIVE ADVOCATE

Extensive knowledge of local, state and federal legislative process

Relationship Management....Project Management...Resource Development....Effective Advocacy

Executive Management Team Member
Decision-Maker
Community Problem Solver

Strategic Thinker
Creates Rapport
Experienced

Analytical
Connected
Writing and Presentation Skills

VALUE ADDED CONTRIBUTIONS

- Manage a membership organization of more than 1800 San Diego Dentists.
- Chosen to become a member of the Executive Management Team, Director of Community Relations, for interim mayor of San Diego to develop, launch and implement community communication plan. Plan elements included direct mail, community presentations and stakeholder meeting.
- Developed, implemented and managed a comprehensive legislative program including legislative initiatives.
- Conduct and analyze polling data.
- Created several key pieces of state and federal legislation
 - Legislation to create state gaming compacts.
 - Federal legislation to secure trust lands for the Barona Band.
 - Changes in the State vehicle code to exempt Tribal Government from certain state regulations.
 - Landmark, first in the nation, legislation to repatriate tribal burial artifacts back to respective tribes.
- Identified and established rapport with key community leaders, opinion makers in San Diego, Sacramento and Washington, DC.

PROFESSIONAL PROFILE

EXECUTIVE DIRECTOR, SAN DIEGO COUNTY DENTAL SOCIETY

2007

- Responsible for the effective conduct of the affairs of the society.
- Manage annual budget.
- Supervise staff; coordinate the annual activities of councils, committees and other society activities.
- Maintain a positive posture for the association that is oriented toward future programming and constructive growth.
- Monitor the developments in dental issues and keep board and society members informed.
- Facilitate interactions between the Society with local, state and federal agencies, working in support of partnership opportunities.
- Manage public relations and media inquiries; serve as key spokesperson for the Society.

CAMPAIGN FIELD MANAGER, PROPOSITION N

2006

- Successful \$870 Million Bond Initiative for the San Diego Community College District.
- Member of the campaign executive team.
- Supervised field staff and volunteers as well as overall management and administration of the phone banks and data collection.
- Solicited and secured campaign endorsements.
- Proposition garnered 63% of the vote to win.

DIRECTOR OF COMMUNITY RELATIONS, CITY OF SAN DIEGO - OFFICE OF THE MAYOR

2005

- Developed and implemented the community communication plan.
- Created partnership opportunities for the City of San Diego and the business community.
- Supervised constituent services field staff and outreach efforts.
- Responsible for Board and Commission appointment process.

DIRECTOR OF GOVERNMENT AFFAIRS - BARONA BAND OF MISSION INDIANS

1995-2005

- Developed and maintained a community profile, acted as the key media and public relations contact and served as key political advisor to the Chair and Council of the tribe.
- Developing and negotiating several pieces of legislation that received successful passage and was signed into law by both the Governor and the President of the United States.
- Identify and establish a rapport with key community leaders and opinion makers in San Diego, Sacramento, and Washington, D.C.
- Identified significant community and political trends for the tribe, compiled and developed reports pertaining to local, state and federal issues and represented the tribe at legislative and community meetings.
- Key media spokesperson for the tribe.

REPRESENTATIVE ASSEMBLYMEMBER MIKE GOTCH

1990-1994

- Represented the Assemblymember in communities throughout the Assembly District, maintained the political pulse of the community and served as advocate and key contact between businesses, community groups and individuals to various state agencies.
- Presented before local/regional governments, community groups and businesses and managed constituent services to include coordination with the state agencies within various areas of expertise, such as social services, health care, business issues, and elderly and public safety.
- Supervised support staff and interns, advised constituents on state services eligibility and organized district events with Assemblymember and elected state officials.

LEAD INTAKE COORDINATOR - SAN DIEGO MEDIATION CENTER

1988-1990

- Trained mediator who was responsible for client services during the start of the mediation process
- Supervised intake staff
- Responsible for community outreach and education

COMMUNITY SERVICE

President, Facilities Committee, San Diego Community College District, 1998 – present.

San Diego State University Ambassadors for Higher Education, 2000 – 2007.

Deans Advisory Committee, College of Arts and Letters, San Diego State University, 2002 – 2007.

State of California Dental Commissioner, 2001- 2007.

San Diego District Attorney's Citizens Advisory Board. 2004 - 2006.

ACADEMICS & STUDIES

San Diego State University, Bachelor of Science, Political Science, 1987.

LEAD SAN DIEGO graduate, 1998.

Carlos Vasquez

Education

1985- Bachelor of Science in Political Science
San Diego State University
Emergency Teaching Credential
1990- Licensed Insurance Agent

Professional Experience

President of the Carlali Group L.L.C.
Substitute Teacher, San Ysidro Elementary School District

Community Involvement

2000 – Present
President, San Ysidro Business Association

First Vice-President
San Diego Business Improvement District Council

2001- Present
Boardmember, San Diego BID Council

2004- Present
Appointed Second Vice-President of the BID Council

Board Member of the San Diego High School Foundation.

Even Start Program (Teaching Math to Mothers of Small Children)

Recognitions:

San Ysidro Business Association for enhancing success and revitalization from July 1, 2000 through June 30, 2001.

San Ysidro Chamber of Commerce for six years of unconditional support, dedication, and a desire to make a lasting difference in the San Ysidro Community.

Leadership Award 2000 for his vision and continued support towards a revitalized San Ysidro Business Community

000815

REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE) 115

TO: CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):
MAYOR JERRY SANDERS3. DATE: 12/04
11/15/074. SUBJECT:
APPOINTMENTS AND REAPPOINTMENT TO THE QUALCOMM STADIUM ADVISORY BOARD

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.)

Lisa Gordon MS11A, 67740

6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.)

Jaymie Bradford MS 11A, 36588

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED



8. COMPLETE FOR ACCOUNTING PURPOSES

FUND					9. ADDITIONAL INFORMATION / ESTIMATED COST:
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT. I/G	<i>J. Gordon</i>	11/15/07	8	DEPUTY CHIEF/KM	<i>KM</i>	11/15/07
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>Catherine Bradley</i>	11/20/07
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/JB	<i>J. Bradford</i>	11/15/07
5					DOCKET COORD: _____	COUNCIL LIAISON _____	
6					<input checked="" type="checkbox"/> COUNCIL PRESIDENT	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 12/4/07	

11. PREPARATION OF: ☒ RESOLUTIONS ☐ ORDINANCE(S) ☐ AGREEMENT(S) ☐ DEED(S)

Appointing David Baron, replacing Harold Lewis, who has resigned, for a term ending January 1, 2010;
 Appointing Carlos Vasquez replacing Robert Brownlie, who has resigned, for a term ending January 1, 2012; and
 Reappointing William Jeffery for a term expiring January 1, 2010. Please see Mayor Sanders' November 13, 2007
 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted and draft resolution.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): David Baron-Council District 3, Carlos Vasquez-CD 8; William Jeffery-Council District 2

COMMUNITY AREA(S): David Baron resides in Normal Heights; Carlos Vasquez resides in Otay Mesa; and William Jeffery resides Downtown.

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

RECEIVED
CITY COUNCIL OFFICES
2007 NOV 20 AM 11:21

000816

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

11/15/07

SUBJECT:

APPOINTMENTS & REAPPOINTMENT TO THE QUALCOMM STADIUM ADVISORY BOARD

BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated November 13, 2007.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:

ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, the Qualcomm Stadium Advisory Board [Board] is established in San Diego Municipal Code sections 26.1301, 26.1302 and 26.1303; and

WHEREAS, the Board consists of nine members who serve four-year terms except that of the initial nine members appointed, five shall serve a term of four years and four shall serve a term of two years; and

WHEREAS, all members of the Board shall be residents of the County of San Diego and not fewer than seven shall be residents of the City of San Diego; and

WHEREAS, two vacancies now exist due to the resignation of Harold Lewis, whose term has expired, and Robert Brownlie, who resigned and whose term will expire on January 1, 2008; and

WHEREAS, the Mayor desires to reappoint William Jeffery for a term expiring January 1, 2010; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointments and reappointment by the Mayor of the City of San Diego, to serve as members of the Qualcomm Stadium Advisory Board, for a term ending as indicated, be and the same is hereby confirmed:

<u>NAME</u>	<u>TERM ENDING</u>
David Baron (Normal Heights, District 3) (Replacing Harold Lewis, who resigned)	January 1, 2010
Carlos Vasquez (Otay Mesa, District 8) (Replacing Robert Brownlie, who resigned)	January 1, 2012
William Jeffery (Downtown, District 2) (Reappointment)	January 1, 2010

BE IT FURTHER RESOLVED, that Carlos Vasquez shall begin his four year term on
January 1, 2008.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Catherine M. Bradley
Catherine M. Bradley
Deputy City Attorney

CMB:ar
11/20/07
Or.Dept:Mayor

I hereby certify that the foregoing Resolution was passed by the Council of the City of San
Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor